

ORDER



Orders
Order / Rev: 198526
Alt Order #:
Product Desc: 10/1-10/7 KAINE FOR SENATE
Estimate: 11519
Flight Dates: 10/01/12 - 10/07/12
Original Date / Rev: 08/14/12 / 10/02/12
Order Type: REG

WVBT

Primary AE: WVBT National House
Sales Office: N-HOU
Sales Region: Nat

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	13	\$4,600.00	\$3,910.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	13	\$4,600.00	\$3,910.00	0.00
Totals	13	\$4,600.00	\$3,910.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WVBT National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WVBT	10/03/12	10/03/12	Wed Hour 1 Wed 8-9p	CM	8-9p	--W----	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$800.00		0.00				
N 2	WVBT	10/04/12	10/04/12	Thur Hour 1 Thu 8-9p	CM	8-9p	---T---	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---			1		\$800.00		0.00				
N 3	WVBT	10/01/12	10/07/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	22222--	:30	10	\$250.00	P4	0.00	NM	9	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	22222--			10		\$250.00		0.00				

Order / Rev: 198526
 Alt Order #:
 Flight Dates: 10/01/12 - 10/07/12

Advertiser: POL/Kaine for Senate 2012 (D)
 Product Desc: 10/1-10/7 KAINE FOR SENATE
 Estimate: 11519

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WVBT	10/01/12	10/07/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	22222--	:30	10	\$250.00	P4	0.00	NM	9	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	22222--		10				\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WVBT	10/01/12-10/07/12		M-F 10-1044p See MG 3.11,3.12,3.13,3.14,3.15 [Political]		10-1045p	MTWThF----	:30		(\$250.00)		0.00	NM		
6	WVBT	10/01/12-10/07/12		M-F 10-1044p See MG 3.11,3.12,3.13,3.14,3.15 [Political]		10-1045p	MTWThF----	:30		(\$250.00)		0.00	NM		
7	WVBT	10/01/12-10/07/12		M-F 10-1044p See MG 3.11,3.12,3.13,3.14,3.15 [Political]		10-1045p	MTWThF----	:30		(\$250.00)		0.00	NM		
8	WVBT	10/01/12-10/07/12		M-F 10-1044p See MG 3.11,3.12,3.13,3.14,3.15 [Political]		10-1045p	MTWThF----	:30		(\$250.00)		0.00	NM		
9	WVBT	10/01/12-10/07/12		M-F 10-1044p See MG 3.11,3.12,3.13,3.14,3.15 [Political]		10-1045p	MTWThF----	:30		(\$250.00)		0.00	NM		
10	WVBT	10/01/12-10/07/12		M-F 10-1044p See MG 3.11,3.12,3.13,3.14,3.15 [Political]		10-1045p	MTWThF----	:30		(\$250.00)		0.00	NM		
11	WVBT	10/03/12-10/03/12		M-F 10-1044p Ⓜ MG for 3.10,3.9,3.7,3.6,3.5,3.8 Break ran late		10-1045p	--W-----	:30		\$500.00		0.00	NM		
12	WVBT	10/04/12-10/04/12		M-F 10-1044p Ⓜ MG for 3.10,3.9,3.7,3.6,3.5,3.8 [Makegood]		10-1045p	---Th----	:30		\$500.00		0.00	NM		
13	WVBT	10/05/12-10/05/12		M-F 10-1044p Ⓜ MG for 3.10,3.9,3.7,3.6,3.5,3.8 [Makegood]		10-1045p	-----F----	:30		\$300.00		0.00	NM		
14	WVBT	10/04/12-10/05/12		M-F 11-1130p Ⓜ MG for 3.10,3.9,3.7,3.6,3.5,3.8 [Makegood]		11-1130p	---ThF----	:30		\$100.00		0.00	NM		
15	WVBT	10/04/12-10/05/12		M-F 11-1130p Ⓜ MG for 3.10,3.9,3.7,3.6,3.5,3.8 [Makegood]		11-1130p	---ThF----	:30		\$100.00		0.00	NM		
N 4	WVBT	10/06/12	10/06/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S	-----S-	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$250.00		0.00			
N 5	WVBT	10/07/12	10/07/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$250.00		0.00			
Totals														13	\$4,600.00